

# From a Standing Start to a 60-Lead Launch and a Team Rollout.

Inside an established EU-based software firm's market launch — standing up a new AI advisory practice from scratch under their own brand, generating 60 leads on day one, and rolling Audity out to the rest of the team off the back of the launch.

<p><b>1st</b> ENGAGEMENT CLOSED A PAYING CLIENT</p>	<p><b>60</b> LEADS GENERATED FROM LAUNCH EVENT</p>	<p><b>Team</b> AUDITY ROLLING OUT FIRM-WIDE POST-LAUNCH</p>	<p><b>Solo</b> AUDITY PLAN IN PRODUCTION</p>
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## 01 The Setup

The firm referenced in this case study is an established EU-based software development and consulting firm. Their newly-named AI Transformation lead had just pivoted from brand marketing into the role. The opportunity was big — the firm has an enterprise client roster and the bench to deliver. The infrastructure for a new advisory line of business — methodology, deliverables, sales enablement, a productized service to pitch — didn't exist yet. She had a team ready to sell, and nothing yet to sell with.

## 02 The Arc

<p><b>FIRST DEMO</b></p>	<p><b>Commits to the methodology.</b> Sees the ReadyLink + full audit flow. On the call, she states the plan out loud: use internally, then put the assessment link on the website as a lead magnet, then run it into email campaigns.</p>
<p><b>EVALUATION</b></p>	<p><b>Lands the firm's first paying AI audit client.</b> Uses the platform demo that same day to brief her sales team ahead of the engagement.</p>
<p><b>PRE-LAUNCH</b></p>	<p><b>Activates Audity Solo and completes white-label setup.</b> Prospect-facing assessment carries only the firm's branding.</p>
<p><b>PUBLIC LAUNCH</b></p>	<p><b>AI Audits workshop goes live.</b> 60 leads on day one. Promising sales conversations in motion the day after.</p>
<p><b>POST-LAUNCH</b></p>	<p><b>Rolling Audity out to the rest of the team.</b> Off the back of the launch, the firm is expanding Audity from solo evaluation to firm-wide.</p>

*From her launch recap: the market launch went really well. They collected leads and had promising sales conversations. She thanked the Audity team for the technical support and the last-minute adjustments. The result looked great and everything ran smoothly.*

FROM HER LAUNCH RECAP, DAY AFTER LAUNCH

### 03 Her ReadyLink, Her Brand

The firm's AI Readiness Assessment runs on their own subdomain, with their logo, tagline, and contact footer. Prospects see the firm — not Audity. For a firm selling strategic advisory to enterprise buyers, that brand surface is load-bearing.

- Custom subdomain — feels native to the firm
- Full white-label — the firm's logo, tagline, and contact
- 5-minute self-serve AI readiness check
- Every completion captures a qualified lead into their funnel
- Lives past the launch event — runs indefinitely

#### WHITE-LABELED READYLINK

#### Firm-branded AI Readiness Assessment

Custom subdomain · firm logo and palette · five-minute readiness check · captures qualified leads on completion. Visual preview withheld pending sign-off.

### 04 Why the Workshop Filled

#### Methodology, ready to sell

The firm didn't have to invent an audit framework. The ReadyLink plus the full audit flow gave them a repeatable, teachable process the sales team could deliver from day one.

#### A mechanic, not a one-off

The workshop was a launch event. The ReadyLink runs forever — one landing page, one assessment, infinite channels to drive to it.

### 05 What's Next

The workshop was the opening move. The scale plan kicks off next.

#### PPC Campaigns

Paid search driving to the AI Readiness landing page.

#### Meta Ads

Paid social targeting regional EU business audiences.

#### Email Nurture

Campaigns to existing firm lists and workshop registrants.

#### Recurring Assessments

Versioned audits turn one-time projects into quarterly retainers.

**Want to run this play under your own brand?**

Book a demo — we'll walk you through exactly how this firm set it up.

[auditynow.com/demo](https://auditynow.com/demo)